



Creative Services

Dust Busters

06-05

ISCI Code (ex. FOXS-07-04)

“Confessional”

TRT: 00:30

VIDEO

AUDIO

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| <p>Woman speaking to camera, as if in a “reality show” confessional.</p> <p>Frame freezes on woman on phone.</p> <p>CG: “Dust Busters” “515-331-3828” “www.dust-busters.com” “Locally Owned” “QUICK AND AFFORDABLE!”</p> | <p>30-something woman: Woman takes a deep breath and closes her eyes for a moment. “OK. Here goes. I...” (pause; now rather emphatically, masking her shame) “...have never had my ducts cleaned. It’s true. I’m not proud of it, but at least it’s out in the open now. I scrub my floors; I scour my bathrooms. But the <i>air</i> in my house...” (distracted and embarrassed, almost whispering) “filthy!” The woman takes another deep breath. “Whooo, it <i>does</i> feel better to get that off my chest.” Someone hands her a phone from off-screen. She dials a number and waits a moment for the other end to answer. “Hello, Dust Busters?”</p> <p>Male voiceover: “Isn’t about time you had <i>your</i> ducts cleaned? Call Dust Busters today. 515-331-3828”</p> |
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